

**REMARKS**

Independent claims 1, 57, 113, 169 and 181 have been amended to specify that timing indicia for controlling when the address is used to retrieve online content relating to the program is included with the address and program. This limitation was previously recited in claim 170, and accordingly, no new search is necessitated by this amendment.

Claims 1, 2, 4, 8, 11, 24 30, 57 ,64, 67, 80, 86, 87, 113, 114, 116, 120, 123, 136, 142, 143, 169-174, 181-183 and 187-189 stand rejected under 35 USC 103(a) as being unpatentable over Schein. Claims 1, 2, 4, 8, 11, 24 30, 57 ,64, 67, 80, 86, 87, 113, 114, 116, 120, 123, 136, 142, 143, 169-174, 181-183 and 187-189 also stand rejected under 35 USC 103(a) as being unpatentable over Wolzein. These rejections are respectfully traversed.

As explained above, all of the pending independent claims in this application have been amended to include timing indicia for controlling when the address is used to retrieve online content relating to the program. The timing indicia allow for the claimed system and methods to present the online content to the user in conjunction with the program at predetermined times. In this manner the online content can be integrated with the program, which allows for a more satisfying user experience.

Neither Schein nor Wolzein disclose or suggest transmitting the claimed timing indicia. Accordingly, the rejection of claims 1, 2, 4, 8, 11, 24 30, 57 ,64, 67, 80, 86, 87, 113, 114, 116, 120, 123, 136, 142, 143, 169-174, 181-183 and 187-189 stand rejected under 35 USC 103(a) as being unpatentable over Schein or Wolzein should be withdrawn.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 03-1952 referencing Attorney Docket No. 559442600207.

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Respectfully submitted,

By 

Jonathan Boeckman

Registration No.: 45,640

MORRISON & FOERSTER LLP  
1650 Tysons Boulevard, Suite 300  
McLean, Virginia 22102  
(703) 760-7769